

File Copy  
6/1/53

# fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april
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1954



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JUNE 1, 1953</u>			
Now Going On	ADVANCE SHOWINGS OF COUTURE GROUP Special arrangements have been made for syndicate and newspaper editors to see the Fall and Winter Couture Group collections near the opening days. For permission to be included in the advance showings, call Eleanor Lambert, MU. 8-2130; or call the Couture Group of the New York Dress Institute, LA. 4-0461.	NEW YORK DRESS INSTITUTE	INDIVIDUAL SHOWROOMS
Beginning Monday June 1 9:00 A.M.	OPENING OF FALL COLLECTION Showing of new Vera originals in silk, cotton, corduroy, wool, velvet. Ties, scarves and neckwear accessories. For trade only. Contact: OR. 9-3026. Publicity: Florence Brobeck, 444 E. 52nd St., MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday June 1 10:30 A.M.	OPENING OF FALL COLLECTION Leonard Arkin will present their Fall collection of ensembles, dresses and suits at 10:30 A.M. and 3:00 P.M. Contact: Betty Yarmon, WI. 7-5324.	LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday June 1 11:00 A.M.	PREVIEW: FALL & WINTER COATS AND SUITS Press preview of Fall and Winter collection of Willi coats and suits. ( <u>Note Change of Date</u> ). By invitation only. Trade showings beginning Wednesday, June 3 at 11:45 A.M. and daily thereafter (followed by luncheon). Publicity: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday June 1 12:00 Noon Luncheon	PREVIEW OF FALL INTO WINTER COLLECTION Henry Rosenfeld's Fall into Winter dress collection at 12:00 Noon, with luncheon at 1:00 P.M. By invitation. <u>Trade showings beginning Tuesday, June 2 at 2:30 P.M.</u> Contact: Sally Sober, LO. 5-0400.	HENRY ROSENFELD, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday June 1 2:30 P.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. <u>Showing for resident buyers on Tues., June 2, at 2:30 P.M.</u> Beginning Wed., June 3, at 11:00 A.M., trade showings of Frank Gallant collection, including Brigance group. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Monday June 1 3:30 P.M. Tea	PREVIEW OF FALL AND BACK-TO-SCHOOL RAINCOATS "Tea Party in the Rain"--showing of Fall and back-to-school rainwear, designed by Helen Van Vliet for Town Creations. <u>Showing at 4:00 P.M.</u> By invitation. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	TOWN CREATIONS	1407 CLUB 1407 BROADWAY



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 1 4:00 P.M.- 7:30 P.M. Cocktails	OPENING: EARLY FALL DAYTIME DRESS LINES A reception for visiting buyers and fashion press in connection with Official Market Week opening of Early Fall daytime dress manufacturers lines. By invitation. Contact: Erwin Feldman, LA. 4-6352.	NATIONAL ASSOCIATION OF HOUSE DRESS MFRS.	1350 BROADWAY SUITE 1011
Monday June 1 4:30 P.M. Cocktails	PREVIEW OF FIRST WHOLESALE COLLECTION Eleanora Garnett will present her Fall and Winter collection at a preview for buyers. By invitation only. Trade showings beginning Tuesday, June 2 through June 5. By appointment only. Contact: EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Monday June 1 4:30 P.M. Cocktails	PAINTINGS BY ARTHUR ZAIDENBERG Associated American Artists Galleries will present paintings by the author - painter, Arthur Zaidenberg. Open to public through June 13. Contact: Lucile McLean, PL. 5-0711.	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE
Beginning Monday June 1	OPENING OF FALL COLLECTION Originala Fall coat collection. By appointment. Contact: BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Beginning Monday June 1	OPENING OF FALL COLLECTION Glentex scarfs, stoles, accessory wraps and novelty neckwear. By appointment only. Publicity: Ann R. Silver Assoc., 551 5th Ave., MU. 7-8654.	GLENTEX	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday June 1	PREVIEW OF FALL STOCKING COLLECTION Beautiful Bryans will present their "luxury blends" collection of Fall-Winter 1953 stockings. By invitation. Publ.: Sally Cramer, PL. 9-2925.	BEAUTIFUL BRYANS, INC.	270 PARK AVENUE "A" BLDG.-SUITE 605
Beginning Monday June 1	SHOWING OF FALL HAND KNIT COLLECTION Showing of Ann Fleischer's hand woven, crocheted and knit collection. By appointment. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	ANN FLEISCHER	16 WEST 57TH STREET SHOWROOM
Beginning Monday June 1	OPENING OF FALL COLLECTION Opening of Fall collection of dressy separates by Tweenjane. By appointment. Contact: Elliot Turgen, WI. 7-8262.	TWEENJANE CO.	1375 BROADWAY SHOWROOM - 9TH FLOOR
Monday June 1- June 18	OPENING OF FALL COUTURIER COLLECTION Continuous showings of Edith Small Originals, couturier-designed dresses, evening gowns and suits. By appointment only. Contact: Aileen Platt of Barkann & Platt, 19 E. 88th St., TR. 6-1354.	EDITH SMALL OF CALIFORNIA	HOTEL GOTHAM SUITE 1509
Tuesday June 2- June 4 8:30 A.M.	PRIVATE PREVIEWS OF FALL COLLECTION Private breakfast previews of Carolyn Schnurer's Fall collection at 8:30 A.M. By invitation only. <u>Beginning Friday, June 5, box luncheons for the trade at 12:00 Noon, followed by showings at 12:30 P.M. daily.</u> Contact: Lee Weber, at Carolyn Schnurer, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 2 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC Fall Fashion Clinic by "Parents" Magazine for retail buyers, resident buying offices, and advertising agencies, presenting Fall and Winter fashions. Contact: Monroe B. Michels, Promotion Manager, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
Tuesday June 2 9:00 A.M.	FALL FASHIONS FROM AUGUST ISSUE "Seventeen" presents Fall fashions from the August issue. By ticket only, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	PARIS THEATRE 4 WEST 58TH STREET
Tuesday June 2 9:30 A.M. And 2:30 P.M.	SEVENTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" preview of back-to-school fashions from the August College issue. By invitation only, for Mademoiselle's official tie-in stores. Contact: Joan Herndon, Special Projects Dept., PL. 9-2080.	MADMOISELLE	HOTEL ROOSEVELT BALLROOM
Beginning Tuesday June 2 9:30 A.M.	OPENING OF FALL COLLECTION Rossino & Angela will present their Fall collection of dresses, gowns, suits and coats. Contact: PL. 5-9135.	ROSSINO & ANGELA	19 WEST 57TH STREET SHOWROOM -7TH FLOOR
Beginning Tuesday June 2 10:00 A.M.	OPENING OF FALL COLLECTIONS Opening of Fall collections by Madeleine Fauth of Arkay Junior Frocks at 10:00 A.M. and 2:00 P.M. daily; and by Rappi of Junior Formals at 11:00 A.M. and 4:00 P.M. daily. Contact: Belle Karson, LO. 5-2626.	ARKAY JUNIOR FROCKS; JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOMS
Tuesday June 2 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York 1953 Fall and Winter collection at 10:30 A.M. <u>Trade showings at 2:30 P.M. on June 2, 4, 5, 8 and 10.</u> Admission by invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
Tuesday June 2 10:30 A.M.	PRESS PREVIEW: FALL COLLECTION "Mood for Fall"--collection by del Mar of coordinates and dresses. By invitation. Continuous trade showings, with special fashion show at 10:30 A.M. only. Publicity: Ken R. Williams, 160 Columbia Hgts, UL. 5-3175.	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Mignon will present their Fall collection of afternoon and cocktail dresses at 10:30 A.M., 1:00 P.M. and 3:30 P.M. daily. Contact: Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday June 2 10:30 A.M.	OPENING: FALL COAT & SUIT COLLECTION Opening of coat and suit collection. By appointment. Contact: WI. 7-7331.	DEITSCH AND CONTI, INC.	491 SEVENTH AVENUE SHOWROOM
Tuesday June 2 12:30 P.M. Luncheon	SIXTEENTH ANNUAL GRADUATION LUNCHEON Certificates presented to graduates, awards to alumnae, and distinguished speaker will mark the traditional graduation luncheon. By invitation only. Contact: Beatrice Cannon at Tobe-Coburn, TR. 9-7771.	TOBE-COBURN SCHOOL	WALDORF-ASTORIA SERT ROOM



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Beginning Tuesday June 2 2:30 P.M.	OPENING OF FALL COLLECTION Presentation of Claire McCardell's Fall collection at 2:30 P.M. daily. Contact: LO. 4-2155.	CLAIRE MCCARDELL	550 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday June 2 2:30 P.M.	SHOWING OF FALL COLLECTION Showing of the Joseph Halpert Fall collection of dresses, coats, suits and skirts, designed in America by Jacques Fath. By invitation only. Contact: Yvette Moxley at Joseph Halpert, WI. 7-7400.	JOSEPH HALPERT, INC.	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Beginning Tuesday June 2 3:00 P.M.	OPENING OF FALL COLLECTION Opening of Fall collection by Anne Fogarty of Margot Dresses at 3:00 P.M. and daily thereafter at 10:00 A.M. and 3:00 P.M. Contact: William Durland of Margot Dresses, LO. 5-2626.	MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM
Tuesday June 2 3:45 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Lotte of Drewyn presents her Fall collection of Career Separates and Coordinates, 1953-54, to press and trade. By invitation. Contact: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM-16TH FLOOR
Beginning Tuesday June 2	OPENING OF FALL DRESS COLLECTION Presentation of Ted Brown's Fall collection of junior dresses, designed by Frances Prisco, at continuous daily showings. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM-8TH FLOOR
Beginning Tuesday June 2	PREVIEW OF FALL COLLECTION Premiere collection of petite suits and sportswear, designed by Alfred Perrone, with continuous showings daily. Publicity: Ken R. Williams, 160 Columbia Heights, UL. 5-3175.	MIKE POMERANTZ, INC.	512 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Beginning Tuesday June 2- June 25	TRADE SHOWINGS: FALL BLOUSES & SEPARATES "Tops-In-Tops (And Go-Togethers, Too)"--Opera's Autumn and Winter collection of blouses and separates, with special showings daily at 3:00 P.M., followed by coffee. Contact: Henrietta Greene, WI. 7-3737.	OPERA BLOUSE	525 SEVENTH AVENUE SHOWROOM-7TH FLOOR

OPENING OF FALL COLLECTIONS BY THE SPORTSWEAR GUILD

TUESDAY, JUNE 2

Kane-Weill . . . . . 10:30 A.M. & 2:30 P.M. daily . . . . . 498 7th, LO. 5-3041  
(Beginning June 4, 10:30 A.M. only)

Sport-Craft, Inc. . . . . 2:30 P.M. daily . . . . . 550 7th, LA. 4-9724

WEDNESDAY, JUNE 3

Davidow . . . . . 10:30 A.M. daily . . . . . 550 7th, PE. 6-6909

David M. Goodstein . . . . . 10:30 A.M. & 2:30 P.M. daily . . . . . 550 7th, LA. 4-2577  
(Beginning June 8, 10:30 A.M. only)

THURSDAY, JUNE 4

Zoltan Rosenberg . . . . . 2:30 P.M. by appointment . . . . . 550 7th, LA. 4-6691

TUESDAY, JUNE 9

Adler & Adler, Inc. . . . . 10:30 A.M. daily . . . . . 550 7th, BR. 9-9600

Star-Maid Dresses . . . . . 10:30 A.M. & 2:30 P.M. daily . . . . . 498 7th, PE. 6-0444



-FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

TUESDAY, JUNE 2

A. Goodman & Co., Inc. . . . .	10:30 A.M. & 1:30 P.M. . .	530 7th, WI.	7-4077
Horwitz & Duberman, Inc. . . . .	10:30 A.M. & 3:00 P.M. . .	498 7th, LO.	4-1860
J L F Original, Inc. . . . .	10:30 A.M. & 2:30 P.M. . .	1372 B'way, WI.	7-3200
International Dress Co. . . . .	2:00 P.M.; thereafter . .	1400 B'way, LA.	4-7100
	10:30 A.M. & 2:00 P.M.		
Joseph Halpert, Inc. . . . .	2:30 P.M., By Appointment .	530 7th, WI.	7-7400
Paul Parnes Corp. . . . .	2:30 P.M. . . . .	498 7th, CH.	4-4600

WEDNESDAY, JUNE 3

Hannah Troy, Inc. . . . .	1:00 P.M. . . . .	530 7th, LO. 3-0988
Larry L. Aldrich Co., Inc. . . . .	2:30 P.M., By Appointment . . . . .	530 7th, CH. 4-1872

THURSDAY, JUNE 4

David Levine Co. . . . .	10:30 A.M. & 2:00 P.M. . .	530 7th, LA. 4-0237
Grabois . . . . .	1:15 P.M. & 4:00 P.M. . .	498 7th, CH. 4-2767
Ben Barrack, Inc. . . . .	Continuous showings. . . .	533 7th, LO. 4-3923

MONDAY, JUNE 8

Fred Greenberg Dress Co. . . . 10:30 A.M. & 2:30 P.M. . . 550 7th, LO. 4-5820  
Followed by Castillo collection

TUESDAY, JUNE 9

Ben Reig, Inc. . . . .	10:00 A.M., By Appointment.	498 7th, CH.	4-1542
Herbert Sondheim, Inc. . . . .	10:30 A.M. . . . .	530 7th, LA.	4-7540
Parnis-Livingston, Inc. . . . .	12:00 Noon . . . . .	530 7th, BR.	9-5012
Elfreda-Fox, Inc. . . . .	1:00 P.M. . . . .	498 7th, CH.	4-2659
Frank Starr, Inc. . . . .	1:00 P.M. & 4:00 P.M. . .	530 7th, LA.	4-7690
(Beg. June 15, 1:00 P.M.)			

Talmack, Inc.	1:00 P.M.	530 7th, BR.	9-1195
Nat Kaplan, Inc.	1:15 P.M.	498 7th, LO.	5-4115
Hansen Bang, Inc.	2:30 P.M.	498 7th, BR.	9-4020
Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO.	4-1820
Rudolf Gowns	4:00 P.M.	530 7th, WI.	7-6865
Samuel Winston	4:00 P.M.	530 7th, CH.	4-2617
Martin Simon, Inc.	Continuous showings.	498 7th, LA.	4-2877

WEDNESDAY, JUNE 10

Harvey Berin . . . . . 1:00 P.M. & 4:00 P.M. . . 530 7th, PE. 6-0206  
Suzanne-Augustine, Inc. . . . . 2:30 P.M. . . . . 1 W. 47th, PL. 7-3465

Contact: Leonard Gendler, executive secretary, CH. 4-6945.

Beginning      OPENING OF                          DOREEN ORIGINAL, INC.    498 SEVENTH AVENUE  
Tuesday       FALL COLLECTION     SHOWROOM - 12TH FLOOR  
June 2       Doreen Original will present their Fall collection of blouses, skirts and  
                 coordinates at continuous daily showings. Contact: WI. 7-0064.

Wednesday  
June 3  
9:30 A.M.  
Breakfast

PRESS PREVIEW OF  
FALL COLLECTION

PLATTRY COUNTRY WEAR

498 SEVENTH AVENUE  
SHOWROOM - 4TH FLOOR

Plattry Country Wear will present their Fall collection of sportswear and separates for college and career, designed by Greta Plattry. For press and resident buyers, by invitation. Publicity: Margaret Hodge, PE. 6-8680.

Beginning PREVIEW OF HERBERT MEYER, INC. 1441 BROADWAY  
Wednesday HOLIDAY FABRICS SHOWROOM - 12TH FLOOR  
June 3 Preview of special Herbert Meyer collection of "Glamour Cottons" for  
10:00 A.M. Holiday lines. Showings to press, N.Y. resident buyers, fashion coordina-  
tors. By appointment only. Publ.: Ken R. Williams, UL 5-3175.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 3 12:00 Noon Luncheon	ANNUAL INFANTS' LUNCHEON SHOW "Times Are Changing--Are You?"--Kleinert's annual luncheon for infants' wear buyers and press. Speakers: Lawrence B. Sizer, Marshall Field & Co., "More Babies Mean More Business"; Lester Gaba, Women's Wear Daily, "Changes in Modern Display Ideas"; Faye Emerson; and Ben Grauer as M.C. By invitation only. Publicity: Virginia MacAuley at Kleinert's, MU. 2-8891.	KLEINERT'S (485 FIFTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
Wednesday June 3 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL FUR COLLECTION Ritter Brothers will present their fur fashions to the press. Luncheon at 12:30 P.M. Showing at 1:15 P.M. By invitation only. (Trade showings, in showroom, beginning Mon., June 8 at 10:00 A.M. & 2:00 P.M. By appointment. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	RITTER BROTHERS (224 W. 30TH ST.)	HOTEL PIERRE COTILLION ROOM
Beginning Wednesday June 3 1:15 P.M.	OPENING OF FALL COLLECTION Oleg Cassini will present his Fall collection daily at 1:15 P.M. By reservation. Contact: Dorothy Lambert, at Oleg Cassini, BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FL.
Beginning Wednesday June 3 2:00 P.M.	OPENING OF FALL COLLECTION Opening of Harry Frechtel's coat and suit collection. By appointment. Contact: PE. 6-1310.	HARRY FRECHTEL	205 WEST 39TH STREET SHOWROOM
Wednesday June 3 3:45 P.M. Cocktails	PREVIEW OF FALL COATS & SUITS Preview of Fall coat and suit collection of Arthur Jablow Originals. Cocktails will follow showing. By invitation only. <u>Daily trade showings thereafter at 10:30 A.M. and 2:00 P.M.</u> Publ.: Rose Hilton, 475 5th, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Wednesday June 3 4:00 P.M.	PRESS PREVIEW: FALL FUR COLLECTION Russeks will present their new original Fall 1953 fur fashions by Ralph Marano. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	WHOLESALE - 9TH FLOOR
Wednesday June 3 4:30 P.M. Cocktails	PREVIEW: HAND-DECORATED PORCELAIN DOOR KNOBS Yale & Towne will introduce to the press a complete new line of hand-decorated porcelain door knobs--"Decor Knobs". By invitation only. Contact: Milton M. Enzer, MU. 9-6700.	YALE & TOWNE MFG. CO. (405 LEXINGTON AVE.)	STORK CLUB 3 EAST 53RD STREET
Wednesday June 3-4 June 9-10 5:00 P.M.	EMILY WILKENS' FASHIONS FOR BONWIT TELLER Emily Wilkens' junior dresses, designed for Bonwit Teller, released through J L F Original, will be shown at 5:00 P.M. on June 3, 4, 9 and 10. For national distribution in cities not conflicting with Bonwit Teller. By invitation. Contact: Dorothy David at J L F Originals, WI. 7-3200.	J L F ORIGINAL, INC.	1372 BROADWAY SHOWROOM-3RD FLOOR
Thursday June 4 9:00 A.M.	FALL FASHIONS FROM SEPTEMBER ISSUE "Seventeen" presents Fall fashions from the September issue. By ticket only, for promotional tie-in stores. Contact: Frances Hodges, Merchandise Director, PL. 9-8100.	SEVENTEEN MAGAZINE	PARIS THEATRE 4 WEST 58TH STREET



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Thursday June 4 11:30 A.M.	PREVIEW: FALL COAT & SUIT COLLECTION Leto, Cohn & Lo Balbo will present their Fall and Winter coat and suit collection to the press. By invitation. <u>Trade showings at 11:45 A.M., beginning Tuesday, June 9.</u>	LETO, COHN & LO BALBO	512 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Beginning Thursday June 4 12:00 Noon Box Lunch	OPENING OF FALL COLLECTION Showing of new Fall misses collection of afternoon and cocktail dresses, featuring a special group of originals designed by Nancy Layton for Van Gogh. Showings daily thereafter at 12:00 Noon. Press invited. Contact: Mollie Baldwin, 34 East 40th St., MU. 4-1822.	VAN GOGH FASHIONS	530 SEVENTH AVENUE SHOWROOM-29TH FLOOR
Beginning Thursday June 4 1:00 P.M. Luncheon	PREVIEW OF FALL COLLECTION Janice Milan's Fall collection, designed by Mildred Orrick, will be presented at 1:00 P.M. daily. (No Friday showings after June 5). Contact: LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Beginning Thursday June 4 1:00 P.M.	OPENING OF FALL DRESS COLLECTION Richard Cole will present his Fall dress collection with daily showings at 1:00 P.M. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	RICHARD COLE, INC.	1400 BROADWAY SHOWROOM-14TH FLOOR
Thursday June 4 2:30 P.M.	BRIGABCE OF SPORTSMAKER FALL PRESS PREVIEW Press preview of Sportsmaker's Fall collection of blouses, separates and dresses, designed by Brigance. By invitation. <u>Trade showings beginning Monday, June 8, at 2:30 P.M. daily.</u> Contact: Julie Isles at Sportsmaker, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Thursday June 4 4:00 P.M.	PRESS OPENING OF FALL COLLECTION Harmay will present their Fall collection of dresses, suits and costumes. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Thursday June 4 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Casino will invite the press and resident buyers for a preview of their Fall collection of blouses and separates, designed by Sylvia de Gay and Kenn Barr. By invitation. Publ.: Margaret Hodge, CH. 4-0823 or BR. 9-4824.	CASINO CLASSICS, INC.	134 WEST 37TH STREET SHOWROOM-5TH FLOOR
Thursday June 4 4:30 P.M. Cocktails	PRESS PREVIEW OF MEN'S FASHIONS Men's Fashion Associates presents a press preview of "The Fall American Look", news in men's fashions, by members of the associations: Manhattan Shirts, Michaels-Stern Clothes; Miron Woolens; Stetson Hats; Walk-Over Shoes, and Esquire Hose. By invitation only. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7108.	MEN'S FASHION ASSOC.	HAMPSHIRE HOUSE THE COTTAGE
Thursday June 4	FIRST ISSUE OF "TEMPO" POCKET-SIZE MAGAZINE "Tempo", new weekly pocket-size news magazine, will be available on newsstands. Woman's editor--Frances Hughes; Editor: Norman M. Lobsen. Price: 10¢. Contact: LE. 2-9710.	POCKET MAGAZINES, INC. (1140 BROADWAY)	NEWSSTANDS



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday June 4- June 26	PREVIEW OF FALL FASHIONS Charm Magazine previews Fall fashions for working women from the August-September "Best Dressed Woman in the World" issues. Featured is a promotion and display blueprint. Showings at 9:00 A.M. and 3:00 P.M. for store buyers, merchandise managers, display directors, promotion executives and buying offices. For appointment, contact: Charm Promotion Dept., FL.9-2080.	CHARM MAGAZINE (575 MADISON AVENUE)	1384 BROADWAY-CHARM SHOWROOM - 20TH FLOOR
Postponed June 5	MCKETTRICK-WILLIAMS PREVIEW OF FALL COLLECTION, ORIGINALLY SCHEDULED FOR FRIDAY, JUNE 5 AT 9:15 A.M., HAS BEEN POSTPONED. New Date Later.		
Friday June 5 10:00 A.M.	PREVIEW OF FALL DRESSES & ENSEMBLES Press preview of Brannell dresses and ensembles for Fall. By invitation. Trade showings, beginning Tuesday, June 9, at 2:30 P.M. daily. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday June 5 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Presentation of B. H. Wragge's collection for Fall. By invitation only. Publicity: Molly Porter of B. H. Wragge, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
Friday June 5 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Dresses and suits for Fall, designed by Billy Gordon. By invitation. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Friday June 5 11:00 A.M.	OPENING OF FALL COLLECTION Countess Alexander will present her Fall collection of afternoon, cocktail, evening gowns and suits at 11:00 A.M. & 3:30 P.M. daily. By appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Friday June 5	OPENING OF FALL COLLECTION Fall collection of separates by Dorine Liebert at continuous daily showings. By appointment. Publicity: Sue Gardner, 98 Riverside Dr., TR.7-4952.	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday June 8 9:00 A.M.	OPENING OF FALL JEWELRY COLLECTION Opening of the Fall collection of Coro and Corocraft fashions in jewelry. By appointment. Publ.: Ann R. Silver Assoc., 551 5th Ave., MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Monday June 8 11:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Fredrica Furs (Arthur Schwartz, designer), Fall and Winter custom fur "Sculpturesque Collection" at press showing. By invitation. Daily trade showings, beginning Tuesday, June 9 at 10:00 A.M. By appointment. Publicity: Elsie Walsh at Fredrica, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 8 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Premiere presentation of dresses and costumes, designed by Miguel Dorian. By invitation only. Trade showings beginning Wed., June 10 at 1:15 P.M. Contact: Judith Kampf or Pauline Greene, 10 E. 39th St., MU. 5-3164.	MYRON HERBERT, INC.	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 8 4:00 P.M. Cocktails	FALL COLLECTION BY PHILLIPPA MACDONALD Preview of Fall daytime and evening fashions, designed by Phillippa Macdonald for Liotti. By invitation only. Publicity: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	LIOTTI	530 SEVENTH AVENUE SHOWROOM
Monday June 8 8:00 P.M.	"COLORAMA" FUR FASHION SHOW "Colorama" fur fashion show, sponsored by Associated Fur Manufacturers in conjunction with "Trade Excitement Program for Fall" sponsored by Women's Wear Daily. By invitation. Publ.: Eleanor Lambert, 785 5th Ave., MU.8-2130.	ASSOCIATED FUR MFRS. (101 WEST 30TH ST.)	HOTEL STATLER GRAND BALLROOM
Beginning Monday June 8	OPENING OF FALL HANDBAG COLLECTIONS Industry-wide opening of Fall 1953 handbag fashions. New handbag styles and colors to coordinate with the news in Fall ready-to-wear will be shown in manufacturer's individual showrooms, including many for "back-to-school" handbag fashions. Publicity: Ruth Laundgren, 15 East 36th St., MU. 6-0686.	NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Tuesday June 9 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Peg Newton will present her wholesale collection of Fall fashions for tall girls. By invitation only. Publ.: Donna Cannon, 104 E. 52 St., PL.3-7072.	PEG NEWTON	3 EAST 48TH STREET SHOWROOM
Beginning Tuesday June 9 10:00 A.M.	OPENING OF FALL COLLECTION Adele Simpson will present her Fall collection at 10:00 A.M. daily. By appointment. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Tuesday June 9 10:30 A.M.	OPENING OF FALL COLLECTION Opening of Martini Designed fashions for Fall by Sylvan Rich, with daily showings at 10:30 A.M. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
Beginning Tuesday June 9- June 19 10:30 A.M.	PRESS AND TRADE SHOWINGS FOR FALL Press and trade showings of afternoon dresses and short formals for misses and juniors designed by Perullo of David Hart. Showings daily at 10:30 A.M. and 2:30 P.M. through June 19. Publicity: Rose Herwitz at David Hart, LO. 5-4037.	DAVID HART, INC.	525 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Tuesday June 9 11:00 A.M. Buffet	PRESS PREVIEW OF FALL SEPARATES Dorothy Dickerson will present her Fall 1953 collection of "Separates--All Things to All Wardrobes" to the press and buyers, at a buffet luncheon. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.	DOROTHY DICKERSON (19 EAST 55TH STREET)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday June 9 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION The Fall couture collection of daytime, cocktail and evening fashions designed by Maria Krum, will be shown to the press and trade. By invitation. Publicity: Helen Galland at Maria Krum, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 9 12:00 Noon Luncheon	PRESS PREVIEW: FALL LINGERIE & HOSIERY Luxite Lingerie and Hosiery for Fall, 1953 fashion presentation and luncheon. By invitation only. Publicity: Rita Lysen, c/o Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill. Contact: George M. Hawes, 330 Fifth Avenue, PE. 6-6656.	LUXITE LINGERIE & HOSIERY	STORK CLUB 3 EAST 53RD STREET
Tuesday June 9 12:00 Noon Luncheon	SHOWING OF GOTHE- JACQUES GRIFFE LINE In addition to the new Gothe line, Jacques Griffe has created in Paris a special collection of dresses to be distributed exclusively by Gothe. Trade showings beginning Tuesday, June 9, at 12:00 Noon, continued daily at same time. By appointment. Contact: LO. 5-2727. Publicity: Nona James, CH. 4-7658.	DAVID E. GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Beginning Tuesday June 9 1:00 P.M.	OPENING OF FALL COLLECTION Junior Sophisticates will present their Fall collection daily at 1:00 P.M. and 4:00 P.M. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES CO.	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Beginning Tuesday June 9 2:30 P.M.	OPENING OF FALL COLLECTION Varden Petite will present their Fall collection at 2:30 P.M. daily for two weeks. Contact: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Beginning Tuesday June 9 2:30 P.M.	OPENING OF FALL COLLECTION Ira Rentner's Fall collection at 2:30 P.M., and thereafter at 10:30 A.M. and 2:30 P.M. Contact: IA. 4-0162.	IRA RENTNER	498 SEVENTH AVENUE SHOWROOM
Tuesday June 9 3:30 P.M.	PRESS PREVIEW: FALL LINGERIE Pauline Gordon will present her Fall collection of bras and pettico-bras. By invitation. Publ.: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	PAULINE GORDON, INC.	112 MADISON AVENUE SHOWROOM-11TH FLOOR
Tuesday June 9 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Press preview of Rudolf Gowns' Fall collection of cocktail and formal fashions. By invitation. <u>Trade showings daily thereafter at 4:00 P.M.</u> Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM-12TH FLOOR
Tuesday June 9 4:00 P.M.	FALL PRESS PREVIEW BY CHARLES JAMES Preview of Charles James' Fall dress collection, designed for Samuel Winston. By invitation only. Contact: CH. 4-2617.	SAMUEL WINSTON	530 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Tuesday June 9 4:30 P.M. Cocktails	YOUNG VIEWPOINT'S "SHOW OF SHOWS" Fall collection of Young Viewpoint Fashions, including casual, street and afternoon wear for the woman of 5'5" and under. Commentator: Betty Furness. By invitation only. Contact: Muriel Oggins, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	PARK LANE HOTEL PARK AVE. AT 48 ST.
Beginning Tuesday June 9	OPENING OF FALL COLLECTION Jerry Greenwald, Inc. presents the Fall collection, designed by Violet Feigen. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 9 7:30 P.M.- 8:30 P.M. Buffet	FALL & RESORT WOOLKNIT & WOOL JERSEY FASHIONS Showing of the "Fashion Magic of Woolknits", with gloves from American Knit Handwear Association. Press by invitation. Tickets: \$12.50 each. Director and Publicity: Eleanor Kairalla, 745 5th Ave., MU. 8-1172; Children's clothes in wool: Lawrence Briggs, The Wool Bureau, PL. 7-5092.	WOOLKNIT ASSOC., INC.; AMERICAN KNIT HANDWEAR	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Beginning Tuesday June 9	FORMAL FASHIONS DESIGNED BY TED SHORE Opening of Fall collection of youthful formals, designed by Ted Shore. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday June 9	OPENING OF FALL COLLECTION Winfield Juniors presents a new collection of cottons and wools for town and back-to-school, designed by Lee Evans. Continuous daily showings. Contact: LO. 4-8610.	WINFIELD JUNIORS, INC.	1400 BROADWAY SHOWROOM - 29TH FLOOR
Wednesday June 10 10:30 A.M. Buffet	PREVIEW OF FALL SEPARATES COLLECTION "Separates--Password To Fashion"...press preview of Ori Originals for Fall. By invitation. <u>Beginning Thursday, June 11, the collection will be shown to buyers, by appointment.</u> Publ.: Maud G. Moody, 347 5th Ave., LE. 2-5562.	ORI ORIGINALS	1370 BROADWAY SHOWROOM - 5TH FLOOR
Wednesday June 10 12:00 Noon Luncheon	SHOWING OF FALL BLOUSE COLLECTION Presentation of Alice Stuart's Continental-inspired blouse collection. Showing at 12:00 Noon; luncheon will follow at 1:00 P.M. By invitation only. Contact: Hazel Arnett, AL. 5-5598 (Mornings only).	ALICE STUART, INC. (525 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Beginning Wednesday June 10 1:00 P.M.	OPENING OF FALL COLLECTION Opening of Harvey Berin's Fall collection, with showings at 1:00 P.M. and 4:00 P.M. daily. By appointment. Contact: PE. 6-0206.	HARVEY BERIN	530 SEVENTH AVENUE SHOWROOM
Wednesday June 10 2:30 P.M.	PRESS PREVIEW OF FALL LINGERIE "Just Like Mommy's"--new lingerie and sleepwear presented by Laros, de- signed and commentated by Helen Hunt Bencker, featuring mother and daughter fashions for tots, girls, juniors, misses and women. By invitation only. Publicity: Terry Quimby, 152 E. 61st St., TE. 8-0671.	LAROS LINGERIE	600 FIFTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday June 10 4:00 P.M.	PRESS PREVIEW BY CEIL CHAPMAN Press preview of Ceil Chapman's Fall collection. By invitation only. Showings to trade beginning Thursday, June 11 and Friday, June 12 at 10:30 A.M. and 2:30 P.M.; thereafter at 2:30 P.M. only. Contact: Alto Schiffrine or Helen Briggs, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday June 11 11:00 A.M.	PRESS PREVIEW: OPENING OF FALL COLLECTION Pauline Trigere's Fall collection will be shown to the press Thursday, June 11 at 11:00 A.M. Daily showings to the trade at 2:30 P.M. from Friday, June 12 through Thursday, June 25. By invitation only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR



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Thursday June 11 2:00 P.M.	PREVIEW OF FALL LINGERIE COLLECTION Informal showing of Tula's Fall collection of negligees and ensembles at a lawn party at the home of Mr. and Mrs. Sam Landau, Sands Point, L.I. Buses from 105 Madison Avenue at 2:00 P.M. and 2:30 P.M. Showing starts at 4:00 P.M. at the pool and cabana. By invitation only. Contact: Miss Terry, MU. 9-3737.	TULA, INC.	175 MIDDLENECK ROAD SANDS POINT, L.I.
Thursday June 11 3:00 P.M.	COUTURE EN GROS FASHION SHOW The French Commercial Counselor, Department of Exhibitions will present a fashion show of the Association des Maisons Francaises de la Couture en Gros, featuring clothes from 30 manufacturers. By invitation only. Publicity: Rosemary Sheehan, 630 5th Ave., CI. 7-8060.	ASSOCIATION DES MAISONS FRANCAISES	WALDORF-ASTORIA EMPIRE ROOM
Thursday June 11 4:00 P.M. Cocktails	PREVIEW OF ITALIAN- DESIGNED RAINCOATS Main Street Rainwear from Rome, designed by Antonelli, Battilocchi, Caprisport, Roberto Capucci, Fabiani, Fontana, Emilio Schuberth; and the American adaptations. By invitation. Publ.: Donna Cannon, PL. 3-7072.	MAIN STREET RAINWEAR (257 WEST 39TH STREET)	SHERRY NETHERLAND CHANTECLAIR ROOM
Beginning Thursday June 11 4:30 P.M.	OPENING OF FALL COLLECTION Presentation of Fall collection by Kiviette at 4:30 P.M. with daily showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: PL. 7-8750.	KIVIETTE GOWNS, INC.	15 WEST 47TH STREET SHOWROOM-3RD FLOOR
Friday June 12 11:00 A.M.	PRESS PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS Ready-to-wear Sophie Originals for Fall, designed by Sophie, in collaboration with Stephen Erklin. By invitation only. Sophie Publicity: Grace de Mun, PL. 3-4000, Ext. 7065.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Monday June 15 12:30 P.M. Luncheon	NEW BRA FASHIONS AT LUNCHEON SHOW The Lovable Brassiere Co. will present a fashion show for the press and buyers at a special luncheon. By invitation only. Contact: Phyllis Arnold at Lovable, MU. 6-7788.	LOVABLE BRASSIERE CO. (180 MADISON AVENUE)	HOTEL STATLER SKYTOP ROOF
Monday June 15 5:30 P.M. Cocktails	COCKTAIL PARTY FOR CORSET BUYERS The Maiden Form Brassiere Co. will invite buyers to a special cocktail party on the first day of Corset Market Week. By invitation only. Contact: Inez Foster, OR. 9-0111.	MAIDEN FORM BRASSIERE COMPANY	HOTEL PLAZA BALLROOM
Monday June 15 4:00 P.M. Cocktails	PREVIEW OF FALL MILLINERY COLLECTION Harryson will show their Fall millinery to the press and trade. By invitation. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.	HARRYSON HATS, INC.	711 FIFTH AVENUE SHOWROOM
Tuesday June 16 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: RUSS RUSSELL FALL MILLINERY O'Connell Hat Co. will present the Russ Russell Fall millinery collection. Showings at 5:00 P.M. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.	O'CONNELL HAT CO. (1 WEST 39TH ST.)	SHERRY NETHERLAND CARNAVAL ROOM